

# Parliament Demographics

Parliament's median age has declined across all primary packings.

	<b>Blue Kings Box (52% Franchise)</b>	<b>Blue 100s (28% Franchise)</b>	<b>Menthol Kings* (4% Franchise)</b>
<b>Gender:</b>	Male: 45% Female: 55%	Male: 38% Female: 62%	Male: 60% Female: 40%
<b>Median Age:</b>	29	46	22
<b>Race:</b>	White: 85%	White: 89%	White: 90%
<b>Income:</b>	\$30K+: 61%	\$30K+: 61%	\$30K+: 90%
<b>Education:</b>	College: 59%	College: 55%	College: 60%
<b>Country:</b>	A: 77% B: 13%	A: 66% B: 18%	A: 80% B: 10%
<b>Region:</b>	1: 87%	1 & 2: 67% 4 & 5: 31%	1: 80%

Source: Consumer Tracking, 12MM, May 1998

\* Small Sample Size